

## Abstract

A multimedia messaging method comprising the steps of:

receiving a content from a sender and addressed to one or more recipient;

accessing a database comprising recipient data describing multimedia reception capabilities and / or reception preferences for at least one recipient;

forming, in accordance with said recipient data, a notification message containing information that said media content is available to be streamed to the addressed recipient(s); and

transmitting the notification message to the addressed recipient(s). A corresponding network entity, communication system and computer program are also described.

Fig. 3.

0990359-112301